

ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 37668
 Alt Order #: 08887254
 Product Desc: ISSUE
 Estimate: 2154
 Flight Dates: 10/28/12 - 11/05/12
 Original Date / Rev: 10/19/12 / 10/19/12
 Order Type: GENERAL

Primary AE:
 Sales Office:
 Sales Region:

Agency Name: Waterfront Strategies
 Buying Contact: _____
 Billing Contact: _____
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Senate Majority PAC
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	1	\$3,000.00	\$2,550.00
10/29/12	11/05/12	27	\$92,500.00	\$78,625.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$3,000.00	\$2,550.00	0.00
November 2012	27	\$92,500.00	\$78,625.00	0.00
Totals	28	\$95,500.00	\$81,175.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$95,500.00

Market	100%	\$318,333.33
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Competitive Share	Share	Total
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CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$79,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,916.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/29/12	11/02/12	CBS This Morning	CM	7-9a	MTWTF--	:30	3	\$3,000.00	LV1	0.00	NM	3	\$9,000.00

EARLY SHOW

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/29/12	11/04/12	MTWTF--	3	\$3,000.00	0.00

E 2	8	11/05/12	11/05/12	CM	7-9a	M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
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Advertiser: **Senate Majority PAC**
Product Desc: **ISSUE**
Estimate: **2154**

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now Sun 5-7p											
				8 News Now Sun 5-7p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$3,000.00			0.00					
		Week: 10/29/12	11/04/12	-----S		1	\$3,000.00			0.00					
E 15	8	11/03/12	11/03/12	Sat 7-8p - ET Wknd	CM	7-8p			-----S-	:30	1	\$1,000.00	LV1	0.00	NM
		Ent Tonight Weekend													
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$1,000.00			0.00					
E 16	8	11/05/12	11/05/12	Mon 9-10p	CM	9-10p			M-----	:30	1	\$30,000.00	LV1	0.00	NM
		2 Broke Girls / Mike & Molly													
GIRLS/MIKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1	\$30,000.00			0.00					
												Totals	28	\$95,500.00	